

CLAIMS

Having thus described our invention, what we claim as new and desire to secure by Letters Patent is as follows:

- 1 1. A method of providing business solutions over an interactive communications medium,
2 comprising the steps of:
3 selectively providing metrics which are associated with a business problem and a
4 specific industry; and
5 providing a business solution based on the selective metrics and responses to the
6 selective metrics.
- 1 2. The method of claim 1, further comprising the steps of:
2 selecting the specific industry; and
3 providing a business driver based on the selected specific industry,
4 wherein the selective metrics are associated with the selected specific industry and
5 the business driver.
- 1 3. The method of claim 2, further comprising the step of selecting a specific industry code
2 associated with the selected specific industry.
- 1 4. The method of claim 2, wherein the business solution is a general business solution
2 based on the selected metrics and the specific industry.
- 1 5. The method of claim 4, further comprising the step of providing a specific business
2 solution based on the general business solution, wherein the general business solution and
3 the specific business solution are stored in a database and are provided based on a set of

4 rules.

1 6. The method of claim 5, wherein the specific business solution is transparent to a user.

1 7. The method of claim 5, further comprising the step of ranking one of the general
2 business solution and the specific business solution in order of business priority based on
3 ranking rules.

1 8. The method of claim 7, further comprising the step of storing the selective metrics, the
2 business driver, the specific industry code and the responses to the selective metrics in the
3 database.

1 9. The method of claim 2, wherein the business driver is a business specific measure
2 defined as one of inventory, revenue, costs of goods sold, selling and administrative
3 expenses, fixed assets, accounts receivable, and accounts payable.

1 10. The method of claim 9, wherein the selected metrics are questions based on the
2 specific industry and the business driver.

1 11. The method of claim 9, wherein a next question of the selective metrics is based on a
2 previous question and a previous answer.

1 12. The method of claim 11, further comprising the step of providing rules for
2 determining the next question based on the previous answer.

1 13. The method of claim 12, wherein the rules determine whether the next question is a
2 duplicate of a previous question such that the previous question is selected only once.

1 14. The method of claim 13, wherein the rules determine that no further question is
2 selected.

1 15. The method of claim 1, further comprising the step of providing quantitative metrics
2 based on the selective metrics and the response.

1 16. The method of claim 15, further comprising the step of providing a financial analysis
2 of the business solution based on at least one quantitative response to the quantitative
3 metrics.

1 17. The method of claim 16, wherein the financial analysis is a rate of return (ROR), a
2 return on investment (ROI) or a return on assets (ROA).

1 18. A method for providing business solutions over an interactive communications
2 medium, comprising:
3 identifying a specific industry;
4 providing at least one business measure associated with a particular financial
5 aspect of the specific industry;
6 providing a set of questions associated with problems of the specific industry, the
7 set of questions being related to each of the provided at least one business measure; and
8 providing a business solution based on responses to the set of questions and the
9 specific industry.

1 19. The method of claim 18, wherein:
2 the business solution is one of a general business solution and a specific business
3 solution,

4 the general business solution is based on the responses and the specific industry,
5 and
6 the specific business solution is based on the general business solution.

1 20. The method of claim 19, further comprising the step of ranking one of the general
2 business solution and the specific business solution in order of business priority based on
3 ranking rules.

1 21. The method of claim 18, further comprising the step of providing rules, wherein the
2 rules at least (i) determine a next question based on a previous answer, (ii) determine that
3 no further question needs to be selected and (iii) determine whether the next question is a
4 duplicate of a previous question such that the previous question will only be presented
5 once.

1 22. The method of claim 18, further comprising the steps of:
2 providing at least one quantitative question based on the response;
1 providing a financial analysis of the business solution based on at least one
2 quantitative response to the at least one quantitative question.

1 23. A system for providing business solutions over an interactive communications
2 medium, comprising:
3 means for providing selective business drivers associated with a specific industry;
4 means for selecting business metrics based on the selective business drivers; and
5 means for providing a business solution based on the selective business drivers and
6 responses to the selected business metrics.

1 24. The system of claim 23, wherein the business solution is a general business solution.

1 25. The system of claim 24, further comprising means for providing a specific business
2 solution based on the general business solution.

1 26. The system of claim 25, further comprising means for generating rules, the generating
2 rules means providing (i) the selected metrics based on the responses, (ii) the general
3 business solution based on the responses and the specific industry and (iii) the specific
4 business solution based on the general business solution.

1 27. The system of claim 26, further comprising means for storing the metrics, the
2 responses, the general business solution and the specific business solution.

1 28. The system of claim 25, further comprising means for providing a financial analysis of
2 one of the general business solution and the specific business solution based on
3 quantitative responses.

1 29. A system for providing business solutions over an interactive communications
2 medium, comprising:

3 a business driver module which stores business measures associated with a specific
4 industry;

5 a business metrics module which stores questions associated with the specific
6 industry and at least one selected business measure stored in the business driver module;
7 and

8 a business solution module which provides business solutions based on responses
9 to selected questions stored in the business metrics module and the specific industry.

1 30. The system of claim 29, further comprising a quantitative metrics module associated

2 with the business solution module, the quantitative metrics module storing specific
3 quantitative questions.

1 31. The system of claim 30, further comprising a financial analysis module which
2 calculates financial benefits of the business solution based on quantitative responses to
3 selected specific quantitative questions stored in the quantitative metrics module.

1 32 The system of claim 30, further comprising a rules module which generates rules, the
2 rules being used to determine the business solution based on the responses and pertinent
3 questions to provide to a user based on the responses.

1 33. The system of claim 32, further comprising a database which stores the business
2 driver module, the business metrics module, the responses and the business solution
3 module.

1 34. The system of claim 30, wherein the business driver module, the business metrics
2 module and the business solution module are accessed by one of a web page resident on a
3 server, a telephone and a personal digital assistant.

1 35. A machine readable medium containing code for providing business solutions over an
2 interactive communications medium, the code implementing the steps of:
3 selectively providing metrics which are associated with a business problem and a
4 specific industry; and
5 providing a business solution based on the selective metrics and responses to the
6 selective metrics.

1 36. The machine readable code of claim 35, further comprising the steps of:

2 selecting the specific industry; and
3 providing a business driver based on the selected specific industry,
4 wherein the selective metrics are associated with the selected specific industry and
5 the business driver.

1 37. The machine readable code of claim 35, wherein the business solution is one of a
2 general business solution and a specific business solution.

1 38. The machine readable code of claim 37, further comprising the step of ranking the
2 business solution in order of business priority based on ranking rules.

1 39. The machine readable code of claim 37, wherein the business driver is a business
2 specific measure defined as one of inventory, revenue, costs of goods sold, selling and
3 administrative expenses, fixed assets, accounts receivable, and accounts payable.

1 40. The machine readable code of claim 35, further comprising the step of providing rules
2 for determining a next metrics of the selective metrics based on a previous response to the
3 selective metrics .

1 41. The machine readable code of claim 35, further comprising the step of providing
2 quantitative metrics based on the selective metrics and the response.

1 42. The machine readable code of claim 35, further comprising the step of providing a
2 financial analysis of the business solution based on at least one quantitative response to the
3 quantitative metrics.